



# *Explaining Agriculture to Eaters: Three Simple Steps*

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@RoxiBeck



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**TO HELP TODAY'S FOOD SYSTEM  
EARN CONSUMER TRUST**



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# Savannah's Hat



# Sarah's Shoes



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# Jan's Bag



# True Story...





What we see  
or hear is  
oftentimes a  
fraction of  
what really is.







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# Do Consumers Trust Farmers?

## “No”

- Agribusiness
- Chemicals
- Sustainability/conservation
- Meat production
- GMOs
- Large companies/  
Corporate influence
- Supermarkets

## “Yes”

- If I know farmer
- Family farmers
- Because regulated
- Fruits/veggies only
- Local only
- Taking care of family



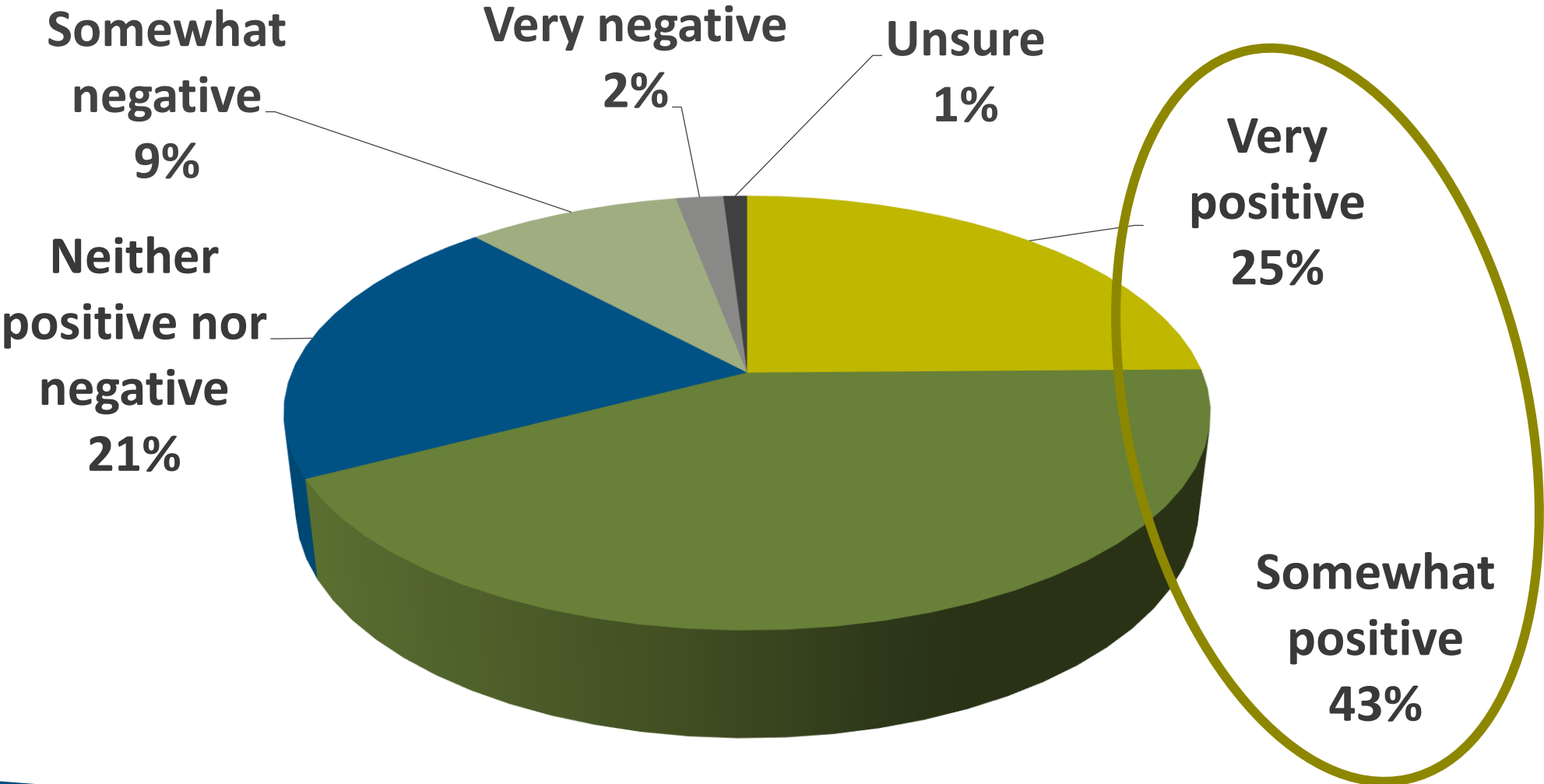


# 2000 Consumers Across The U.S.



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# Overall Impression of U.S. Agriculture



# Knowledge of Farming

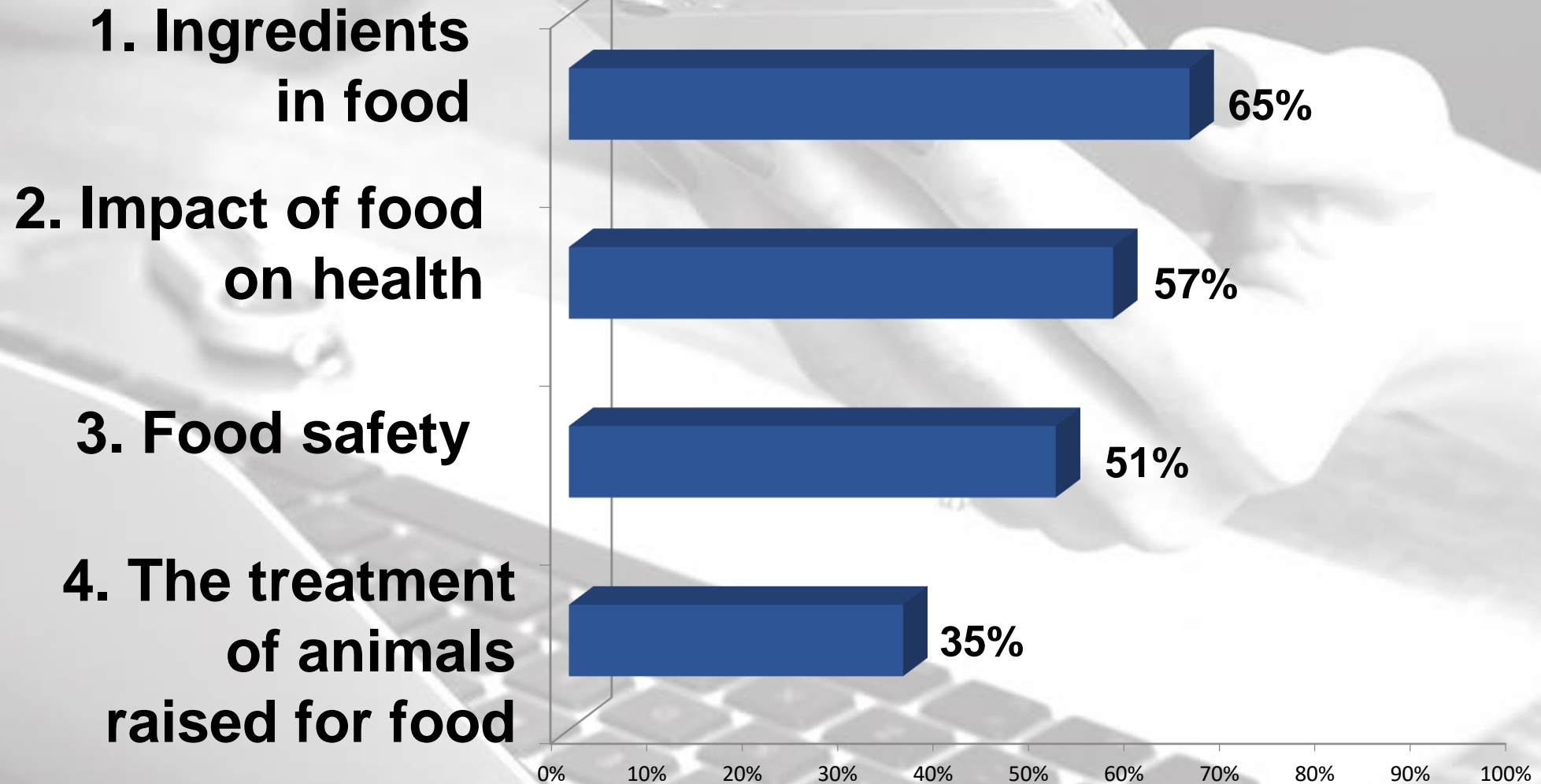
Know a Lot: 19%

Know a Little: 56%





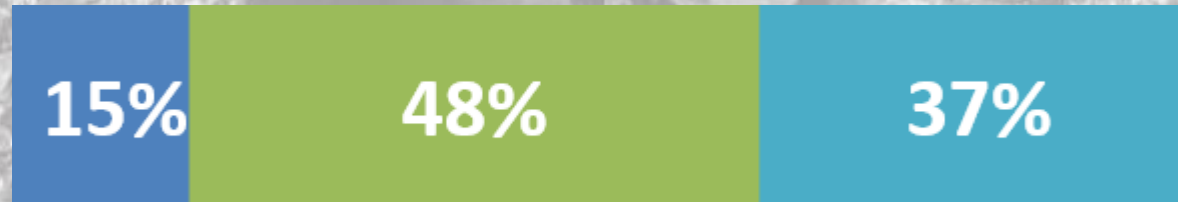
# Most Searched Topics Online



# Organics

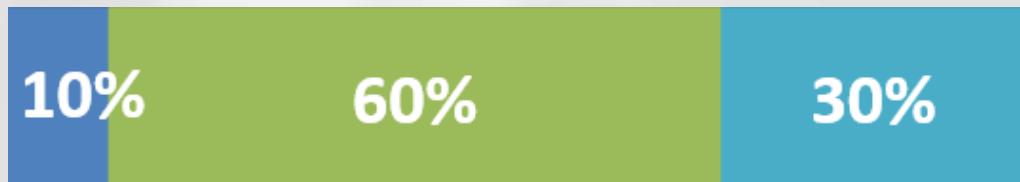
**“Food grown organically is more healthful than conventionally grown food.”**

**37% Strongly Agree**



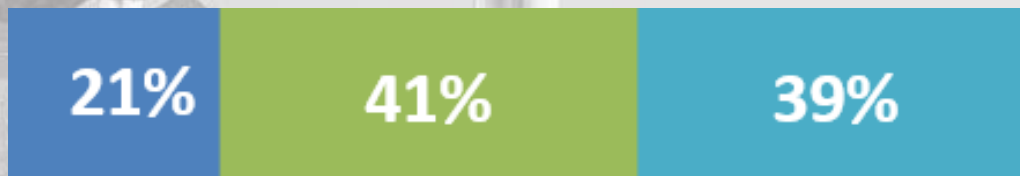
# Environment

**“U.S. farmers take good care of the environment.”**



**30% Strongly Agree**

**“I am more concerned about global warming/ climate change than I was a year ago.”**



**39% Strongly Agree**





# Food for My Family and Me

**“I feel confident about the food choices  
I make for my family.”**



**46%  
Strongly  
Agree**

**“I am more concerned about  
healthy eating than I was a year ago.”**

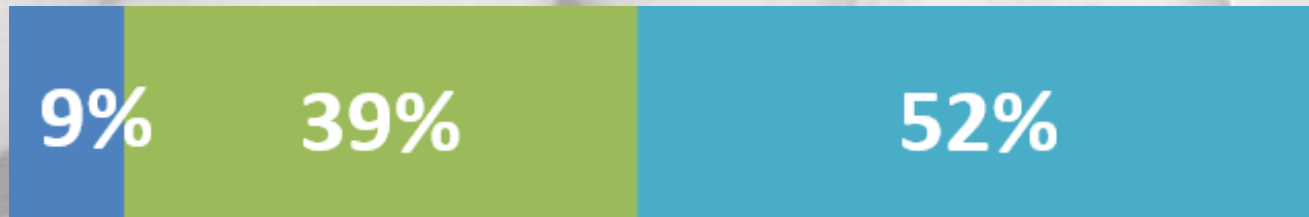


**43%  
Strongly  
Agree**

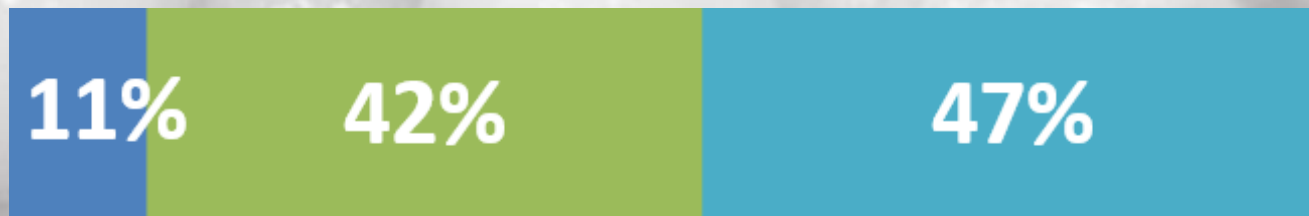


# I'm Personally Concerned About...

**Chemicals in food** 52% Strongly Agree



**Artificial ingredients in food** 47% Strongly Agree



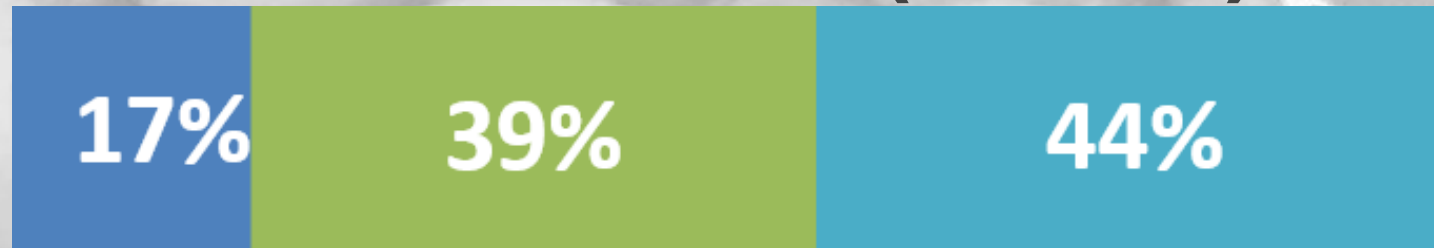
# I'm Personally Concerned About...

**The number of ingredients in food**



**42%  
Strongly  
Agree**

**Genetic modification (GMOs) in food**

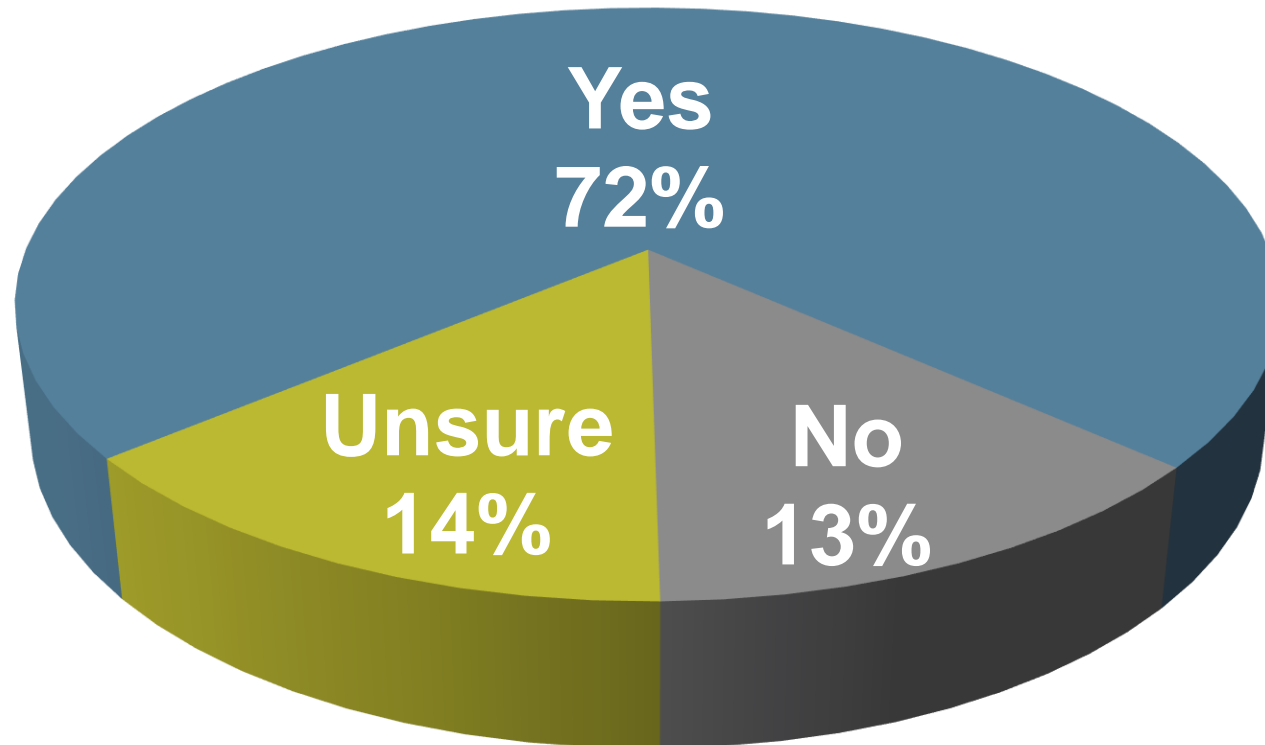


**44%  
Strongly  
Agree**





# Do You Want Genetically Modified (GMO) Foods to be Labeled?



# But Why?



## 72% Want GMO Foods Labeled

- I believe it is my right to know (77%/55.4% total)
- I support transparency in labeling (60%/43.2%)
- I want to avoid them b/c I don't believe they are safe (31%/22.3%)
- I am just curious to know which foods contain GMOs (28%/20.2%)
- I don't know whether they are safe (21%/15.1%)



## 13% Do Not Want GMO Foods Labeled

- I believe it will cause consumer confusion (63%/8.2%)
- I believe GMO foods are the same as non-GMO foods (39%/5.1%)



## 14% Unsure GMO Foods Should be Labeled

- I am not familiar with GMO (40%/5.6%)
- There's not enough information available (27%/3.8%)
- I just don't care about the issue (19%/2.7%)



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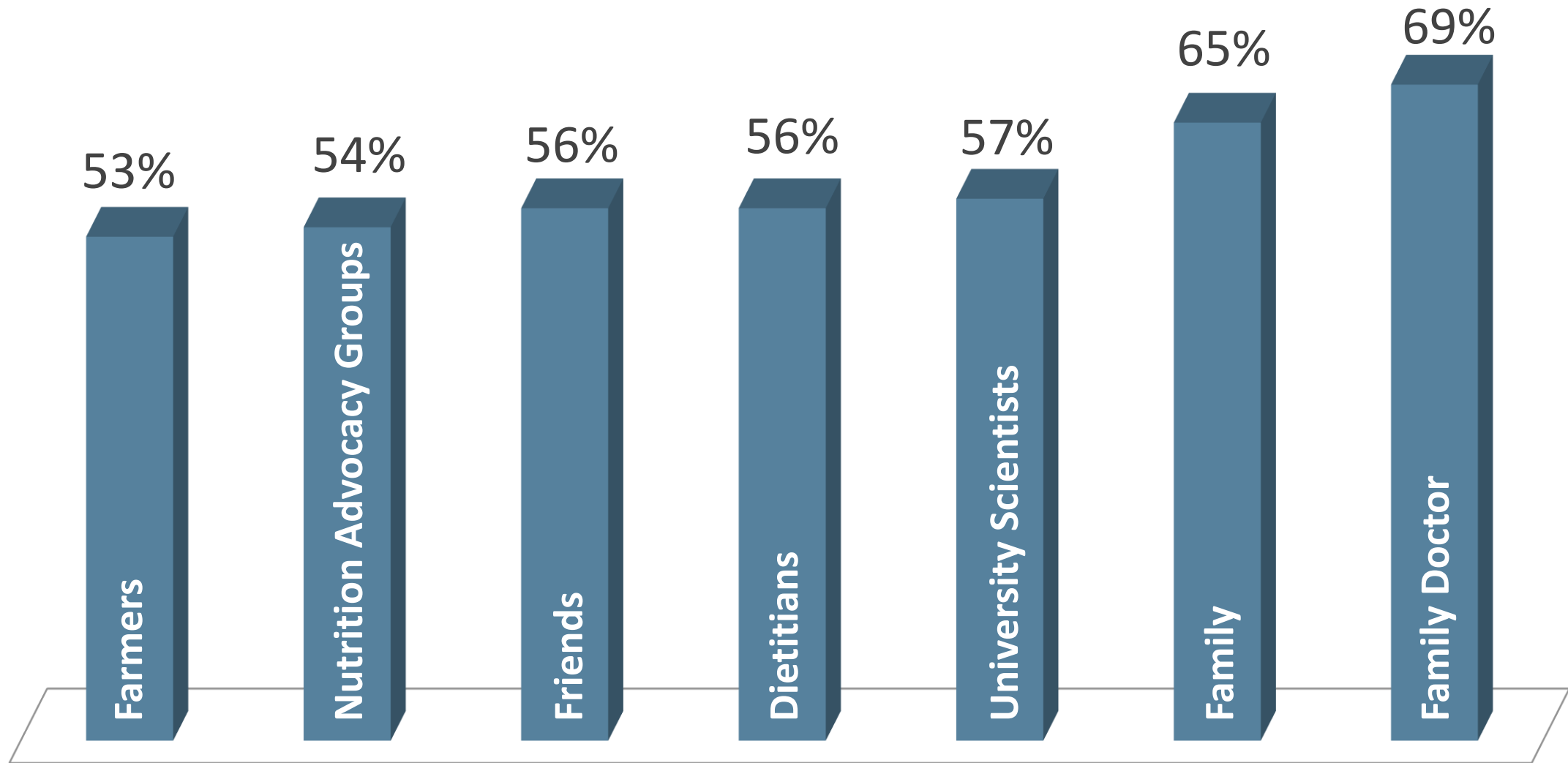
**What percentage of  
consumers are interested to  
know more about farming  
and food processing?**

**65%!**



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# Who do Consumers Trust for Food Related Information?

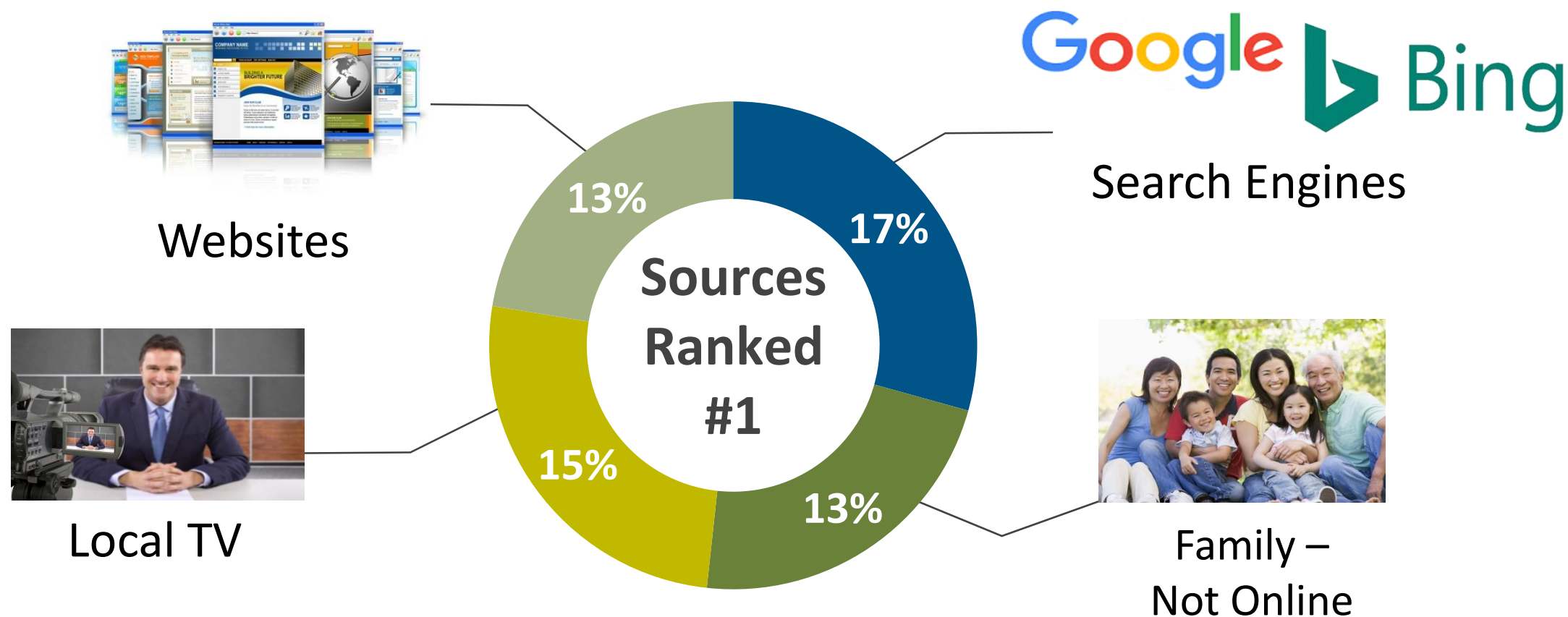


(1001 Respondents; %=Top Box 8-10 Ratings on 0-10 scale)



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# First Source for Food System Information



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# Communication: Then vs. Now

Traditional  
Communication  
Model

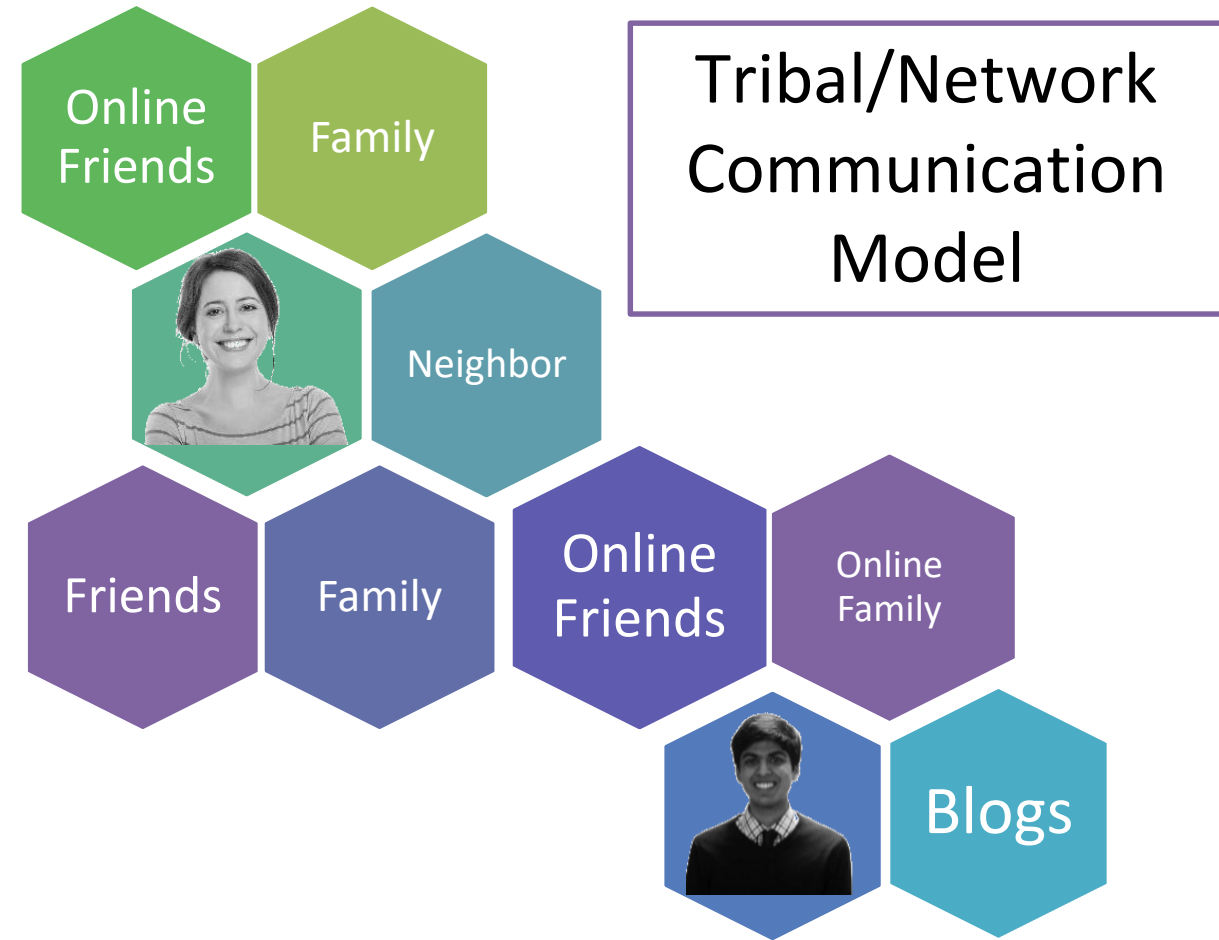


Expert

Consumer

Consumer

Consumer



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GUILT



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# Tribal Shunning

**How do you make decisions about food?**

Lisa: *“I think mom guilt is a huge factor. If someone is telling you something is dangerous, for example fructose, and **you hear the message more than once, you owe it to yourself to research it or quit consuming it.**”*

*I can't keep giving my kids fructose if there's a potential problem. We have to do our best job.”*





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# The “Mom Tribe” Consumer Panel

*What information sources have you used to come to your conclusions that GMOs are dangerous?*

*Heidi: “I’m part of a moms group. When there is a big consensus, I think ‘there’s something here.’ You don’t need doctors or scientists confirming it when you have hundreds of moms.”*



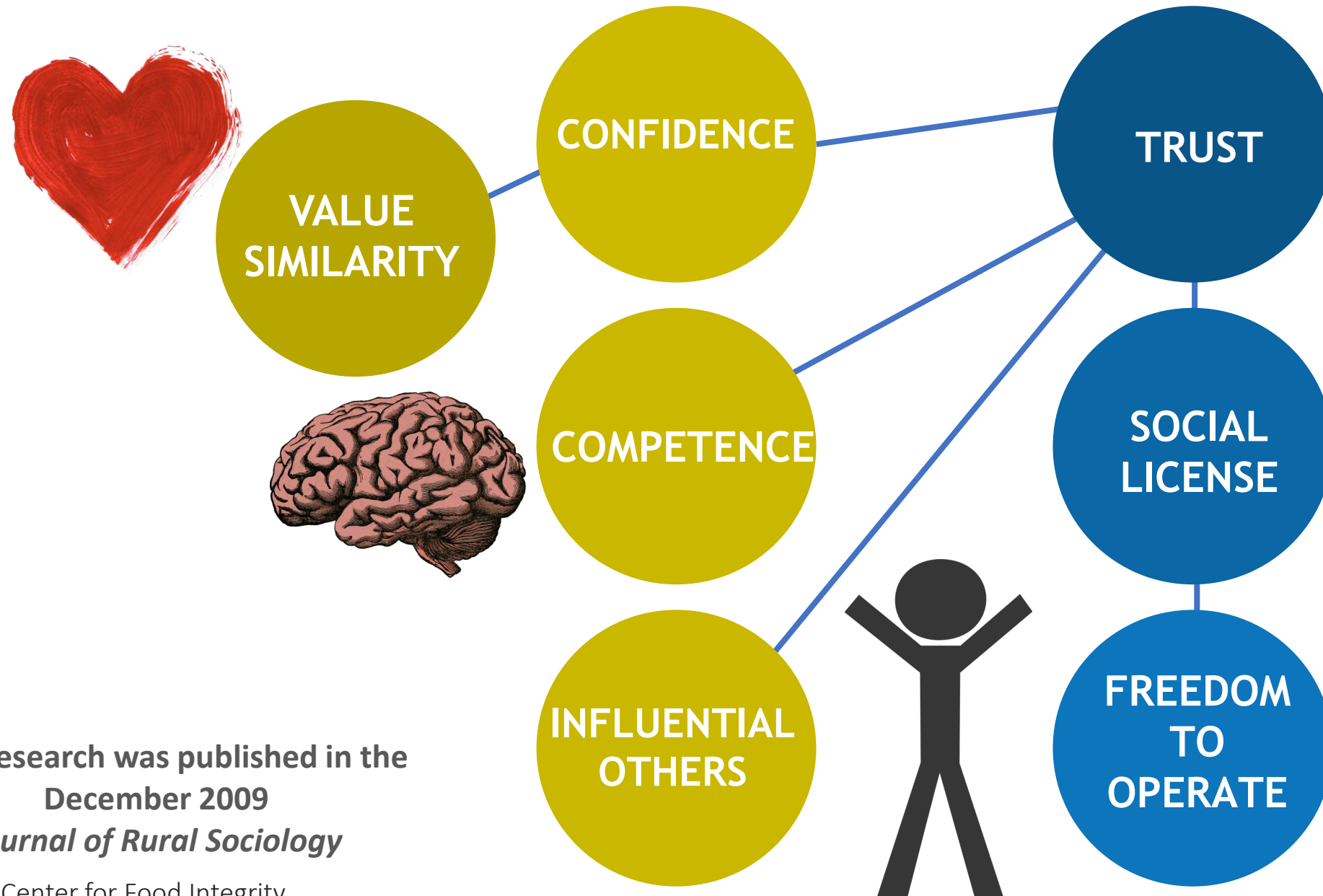
# TRUST



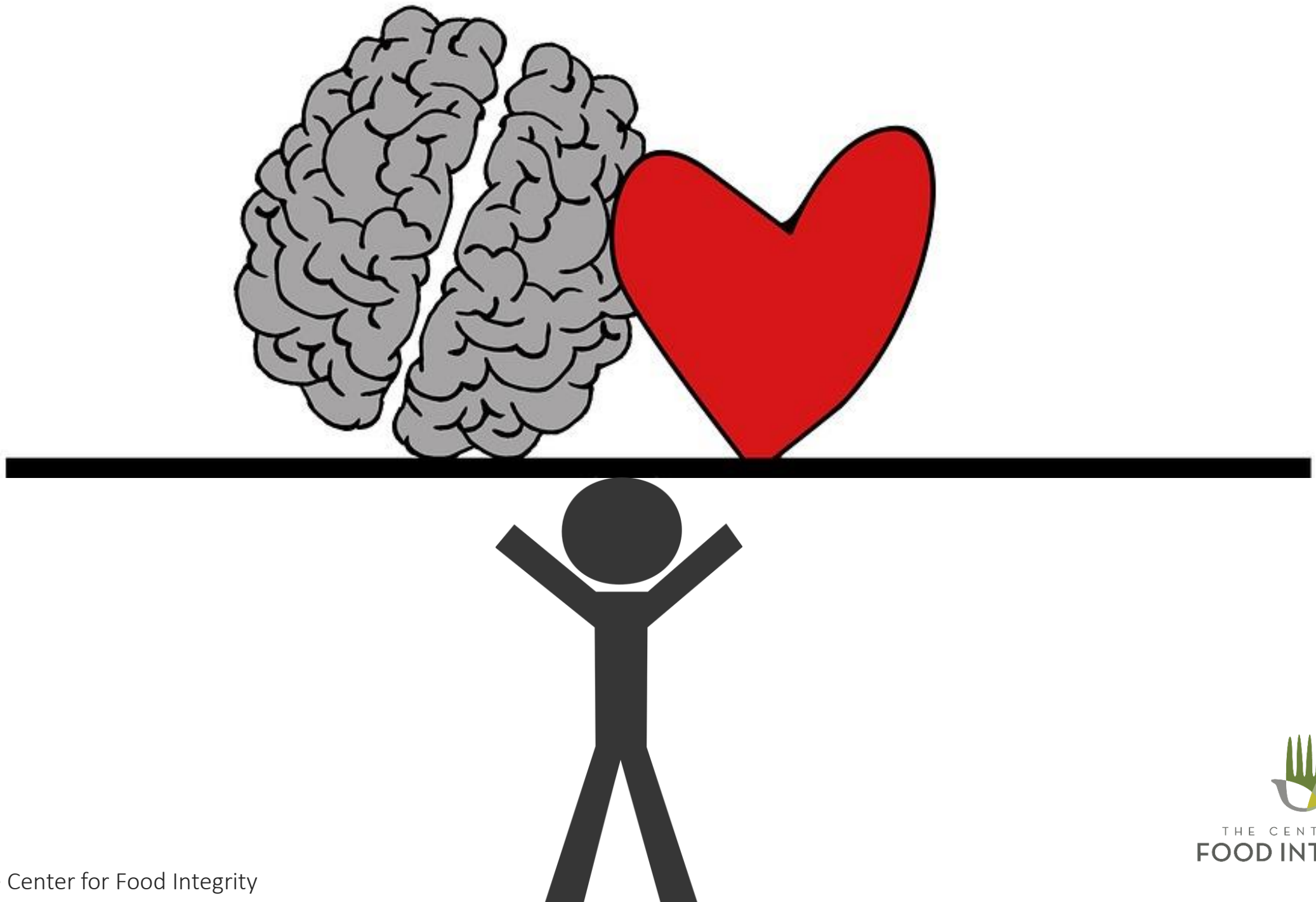
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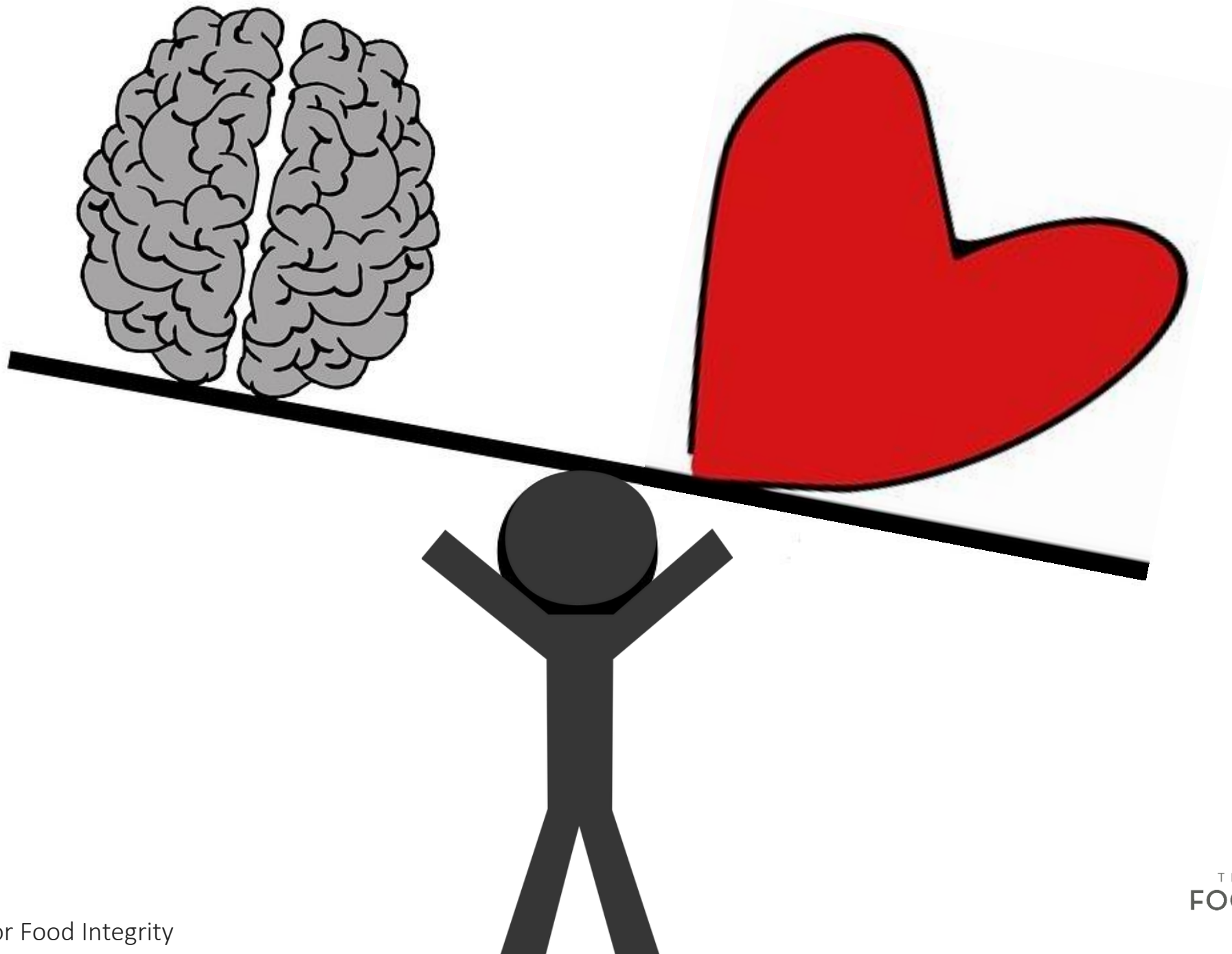


# The Trust Model (Sapp/Look East)

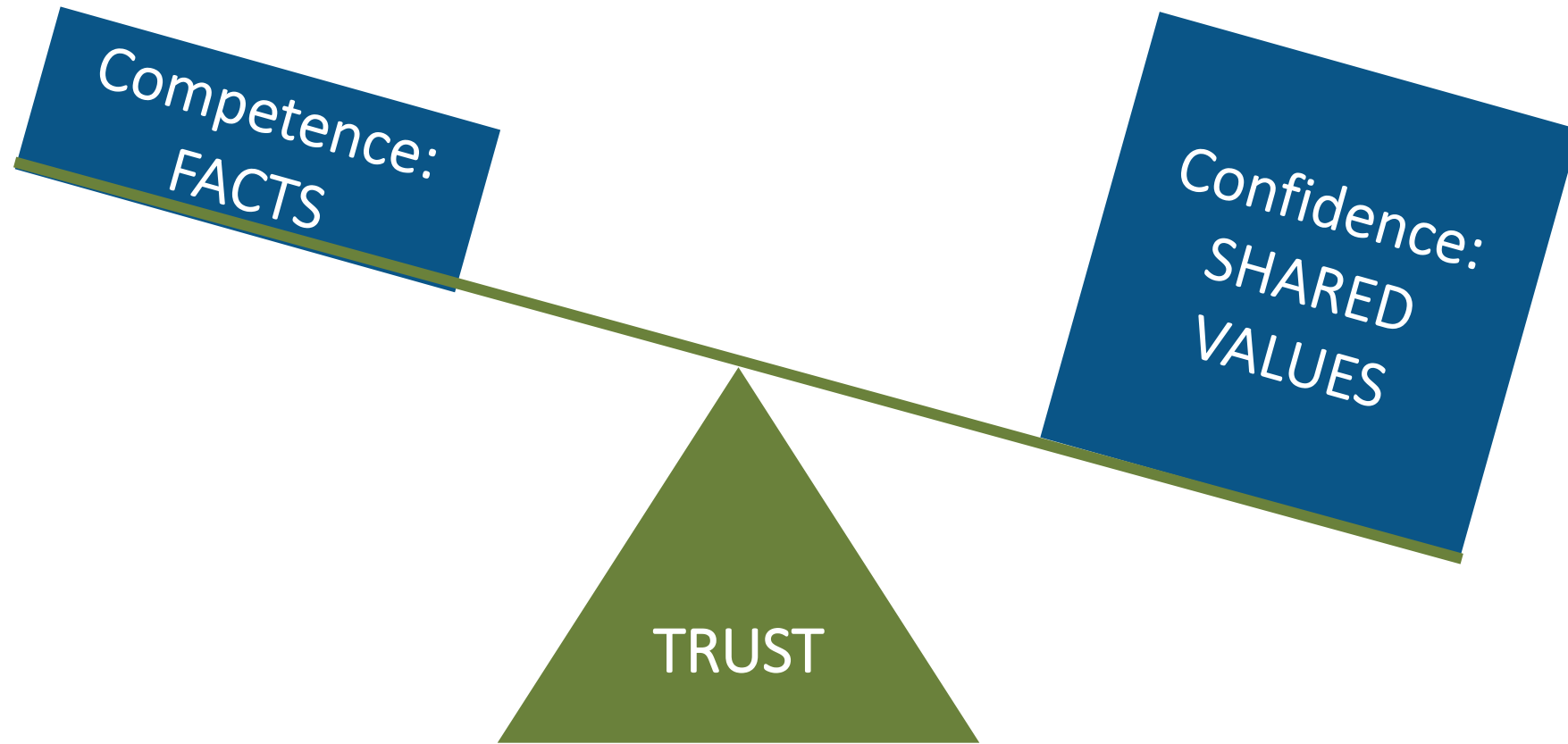


Trust research was published in the  
December 2009  
*Journal of Rural Sociology*





# What Drives Consumer Trust?



Shared values are 3-5x more important in building trust than sharing facts or demonstrating technical skills/expertise



A black and white portrait of Theodore Roosevelt, a man with a mustache and glasses, wearing a suit and tie. The portrait is the background of the entire slide.

*“No one cares how much you know,  
until they know how much you care.”*

- Theodore Roosevelt



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**1. PERSUADING**

**2. CORRECTING**

**3. EDUCATING**



ENGAGE™

LISTEN

ASK

SHARE



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# 1. Listen – *Without Judgment*

“Most people do not listen with the intent to understand; they listen with the intent to reply.

Seek first to understand;  
then to be understood.”

- Stephen R. Covey





## 2. Ask Questions to Invite Dialogue

### **Acknowledge**

Shows that you heard the question or statement

### **Ask**

Ask questions that show you're open to conversation and working to understand them better







### 3. Share Your Perspective through Values




Share who you are (Titles) and what matters to you (Your WHY). Then convey what you know (Facts)



**Listen.  
Ask.  
Listen.  
Ask.  
Listen.  
Ask.  
  
Share.**





Go easy  
on the  
facts

# FINAL THOUGHTS

**Embrace  
skepticism & concern.  
It's not personal,  
it's a social condition**



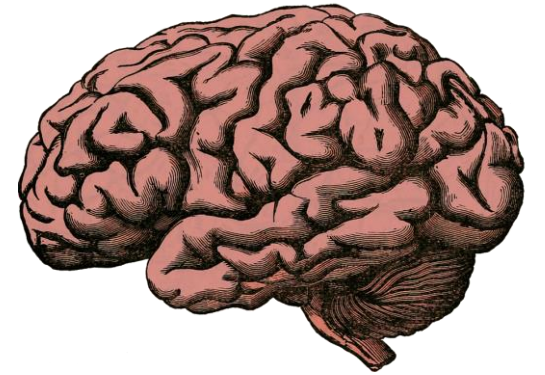


A faded background image of two women sitting and smiling at each other. The woman on the left has blonde hair in a ponytail and is wearing a white short-sleeved top. The woman on the right has dark curly hair and is wearing a light-colored short-sleeved top. They are both looking towards each other and smiling.


# **DON'T ABANDON SCIENCE**



**Who you are is  
as important  
as what you know**



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**65% of the eaters  
want to know more  
about their food.**



# Connect with CFI!

Sign up for newsletters from  
The Center for Food Integrity:  
**Text the letters CFI to 1-888-585-3120**



**Thank You!**

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